

WE CLAIM:

1. Apparatus for identifying members of an audience tuned to a program broadcast by a programming signal source, comprising;

stationary means including transmitter means for
5 periodically emitting a query signal and positioned at a reception location with reproduction equipment to perform the program;

a plurality of portable means carried by members of the audience, including first detecting means to detect said query signal and, responsive thereto, emit respective audience-member identification signals, and

said stationary means including second detecting means to detect said identification signals.

2. The apparatus of claim 1, wherein the broadcast program is transmitted by the programming signal source in combination with a surveying code, and the stationary means further comprises third detecting means for detecting said surveying code and associating said surveying code with said identification signals.

3. The apparatus of claim 2, wherein said third detecting means associates the surveying code which is detected at a given time with the identification signals detected at said given time.

4. The apparatus of claim 3, wherein said stationary means includes means to store said surveying codes.

5. The apparatus of claim 4, wherein said stationary means includes means to store said identification signals.

6. The apparatus of claim 5, wherein the reproduction equipment includes fourth detecting means to detect and retransmit the surveying code, and wherein said third detecting means is adapted to receive such retransmitted surveying code.

7. The apparatus of claim 6, wherein each of said portable means emits a unique identification signal.

8. The apparatus of claim 7, wherein said portable means include means to prevent the identification signals detected by the second detecting means from interfering with each other in being detected by said stationary means.

9. The apparatus of claim 3, further comprising means for setting a time interval during which the surveying codes detected by the third detecting means are associated with the identification signals detected by the second detecting means.

10. The apparatus of claim 9, further comprising a first memory means to store the detected surveying codes with the associated identification signals during said time interval and a second memory for storing data retrieved from the first memory upon termination of the time interval.

11. The apparatus of claim 10, further comprising download means responsive to an actuation signal for transferring data stored in said second memory to a remote processing station.

12. The apparatus of claim 1, wherein said stationary means includes means to store said identification signals.

13. The apparatus of claim 1, wherein the reproduction equipment includes fourth detecting means to detect and retransmit the surveying code, and wherein said third detecting means is adapted to receive such retransmitted surveying code.

14. The apparatus of claim 1, wherein said stationary means further comprises download means for transferring the detected identification signals to a remote processing station.

15. A method for identifying members of an audience tuned to a program broadcast by a programming signal source, comprising:

storing personal identification data in a plurality of
5 portable devices to be carried by members of the audience;
periodically emitting a trigger signal at a reception
location;

transmitting said identification data from the portable
devices of audience members in attendance at the reception
10 location in response to said trigger signal; and
detecting said transmitted identification data.

16. The method of claim 15, wherein the broadcast program
is transmitted by the programming signal source in combination
with a surveying code, and the method further comprises detecting
said surveying code and associating said surveying code with said
identification signals.

17. The method of claim 16, wherein the surveying code
which is detected at a given time is associated with the
identification signals detected at said given time.

18. The method of claim 17, further comprising setting a
time interval during which the surveying codes that are detected
are associated with the identification signals that are detected.

19. The method of claim 18, further comprising storing the
detected surveying codes with the associated identification

signals during said time interval in a first memory and storing data retrieved from the first memory in a second memory upon termination of the time interval.

20. Apparatus for identifying members of an audience tuned to a program broadcast by a programming signal source, comprising;

5 a plurality of portable means carried by members of the audience, including means to periodically emit respective audience-member identification signals, and

stationary means positioned at a reception location with reproduction equipment to perform the program, said stationary means including means to detect said identification signals.

21. The apparatus of claim 20, wherein the broadcast program is transmitted by the programming signal source in combination with a surveying code, and the stationary means further comprises third detecting means for detecting said surveying code and associating said surveying code with said identification signals.

22. The apparatus of claim 21, wherein said third detecting means associates the surveying code which is detected at a given time with the identification signals detected at said given time.

23. The apparatus of claim 22, wherein said stationary means includes means to store said surveying codes.

24. The apparatus of claim 23, wherein said stationary means includes means to store said identification signals.

25. The apparatus of claim 24, wherein the reproduction equipment includes fourth detecting means to detect and retransmit the surveying code, and wherein said third detecting means is adapted to receive such retransmitted surveying code.

26. The apparatus of claim 25, wherein each of said portable means emits a unique identification signal.

27. The apparatus of claim 26, wherein said portable means include means to prevent the identification signals detected by the second detecting means from interfering with each other in being detected by said stationary means.

28. The apparatus of claim 22, further comprising means for setting a time interval during which the surveying codes detected by the third detecting means are associated with the identification signals detected by the second detecting means.

29. The apparatus of claim 28, further comprising a first memory means to store the detected surveying codes with the associated identification signals during said time interval and a second memory for storing data retrieved from the first memory upon termination of the time interval.

30. The apparatus of claim 29, further comprising download means responsive to an actuation signal for transferring data stored in said second memory to a remote processing station.

31. The apparatus of claim 20, wherein said stationary means includes means to store said identification signals.

32. The apparatus of claim 20, wherein the reproduction equipment includes fourth detecting means to detect and retransmit the surveying code, and wherein said third detecting means is adapted to receive such retransmitted surveying code.

33. The apparatus of claim 20, wherein said stationary means further comprises download means for transferring the detected identification signals to a remote processing station.

34. A method for identifying members of an audience tuned to a program broadcast by a programming signal source, comprising:

storing personal identification signals in a plurality of portable devices to be carried by members of the audience;

5 periodically transmitting said identification signals from the portable devices; and

detecting the identification signals from those of said portable devices that are carried by audience members in attendance at a reception location.

10 35. The method of claim 34, further comprising the step of storing said transmitted identification signals.

15 36. The method of claim 34, wherein the broadcast program is transmitted by the programming signal source in combination with a surveying code, and the method further comprises detecting said surveying code and associating said surveying code with said identification signals.

20 37. The method of claim 36, wherein the surveying code which is detected at a given time is associated with the identification signals detected at said given time.

20 38. The method of claim 37, further comprising setting a time interval during which the surveying codes that are detected are associated with the identification signals that are detected.

39. The method of claim 38, further comprising storing the
detected surveying codes with the associated identification
signals during said time interval in a first memory and storing
data retrieved from the first memory in a second memory upon
termination of the time interval.

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